

The Role Of Social Capital On Cocoa Agribusiness Development In South Sulawesi Indonesia

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Abstract : In Indonesia, Cocoa (*Theobroma cacao* L.) is a plantation commodity whose role is quite important for the national economy, because it is a source of income and employment provider for approximately 900 thousand heads of farming families, most of whom are located in Eastern Indonesia and provides the third-largest foreign exchange contribution plantation sub-sector after rubber and palm oil with a value of US \$ 701 million. Also, Indonesia ranks third after Ivory Coast and Ghana, with an average production of 0.75 million tons or contributing 16.65% of total world total cocoa production (Agricultural Ministry, 2017). Cocoa agribusiness development is necessary and important to do to maintain cocoa as a superior commodity. For this reason, the role of social capital among cocoa agribusiness actors is very important to help push the bargaining position of cocoa agribusiness actors, especially cocoa producers (farmers) to be better. This study aims to analyze the condition of cocoa agribusiness and the effect of social capital on cocoa agribusiness in Bantaeng Regency, South Sulawesi Province, Indonesia. The research methodology is a demonstration of quantitative and qualitative methods. Survey data collection on 100 respondent farmers. Data analysis using linear regression analysis. The results showed that the application of cocoa agribusiness started from input provider subsystems, on-farm subsystems, downstream subsystems and supporting subsystems at a good level. The influence of social capital consisting of trust, participation, reciprocity, and norms with overall agribusiness is very strong with a significance of 0.0000 with an R-value of 0.891 with a percentage of 79.4%. Thus, to develop cocoa agribusiness, good social capital is needed between cocoa agribusiness actors.

Keywords: Agribusiness, Cocoa, Social Capital

1. INTRODUCTION

Indonesia is well-known as the world's most important exporter of cocoa beans. In 2010 Indonesia was positioned as the world's third-largest exporter of cocoa seeds with 550.000 tons of dry seed productions. In that year, the total 1,651,539 ha of cocoa areas, around 1,555,596 ha or 94% ha is people's cocoa. It indicated the important role of cocoa both as a source of employment and income for farmers (Rubiyo and Siswanto, 2012). In terms of quality, Indonesian cocoa is not inferior to the world cocoa where if it is fermented properly, it can achieve the taste equivalent to cocoa from Ghana and Indonesian cocoa has the advantage of not being melted easily so it is suitable for blending. In line with these advantages, the great opportunity of Indonesian cocoa is open enough both to export activities and domestic needs. In other words, the potential to use the cocoa industry as one of the driving of growth and income distribution is quite open. (Indonesia Ministry of Industry, 2007). In 2002, cocoa commodities have contributed foreign exchange amount to 1,053,446,947 from the export of cocoa beans and processed cocoa of products. Currently, the growth of world cocoa demand is around four million tons per year.

International Cocoa Organization (ICCO) data stated that in the last five years, cocoa demand has grown at an average of 5% per year. In the future, cocoa commodities have great competitiveness to develop. It is estimated that cocoa consumption in Indonesia, India, and China will reach 1 kg/capita/year so that there will be an additional amount of around 2.2 million tons of cocoa beans per year (Rangga et al., 2014). Cocoa farming in Indonesia is a part of people's farming. The success and the sustainability of their farming are determined by social capital in the form of participation, social networks, and trust formed among the agribusiness actors. (Bulkis et al., 2016). Bantaeng regency is one of the potential producers of cocoa in the province of South Sulawesi. The forestry service and plantation office in Bantaeng regency (2017) noted that cocoa plantation in Bantaeng regency amounted to 5,377 ha with 3.047 tons of production with a productivity of 645 kg/ha. It indicated that cocoa is quite potential to develop in Bantaeng regency (Iftitah, 2017). The research objectives are: (1) analyzing cocoa agribusiness, (2) analyzing the relationship between social capital and cocoa agribusiness in the Gantarangkeke district in Bantaeng regency.

2. LITERATURE REVIEW

Agribusiness is an agricultural business-based or other supporting fields both in the upstream and downstream sectors. Mentioning "up-stream" and "down-stream" refers to the main point that agribusiness works in the food supply chain. In the framework of this system, management of nursery business sites, provision of production inputs and production facilities, commonly termed as "up-stream" aspects. While post-harvest activities such as distribution, processing, and marketing are included "down-stream" aspect. Meanwhile, the cultivation and collection of harvest results are part of the production process aspect. Agribusiness generally means the whole operations that are related to production activities, distribution production inputs, activities for farming production, processing, and marketing.

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Agribusiness provides a very deep concept and insight into modern agriculture facing the third millennium. Agribusiness is a system. It must be integrated and in harmony with all the sub-systems to develop (Said and Intan, 2001). The agribusiness system according to Saragih (2001) consists of four sub-systems. They are up-stream agribusiness system, on-farm agribusiness system, down-stream agribusiness and supporting institution subsystem. The agribusiness system is the totality or unity of agribusiness performance which consists of an up-stream agribusiness subsystem in the form of economic inputs in production, information, and technology. Farming subsystem namely primary crop and animal agriculture production activities. Agribusiness processing (manufacturing), marketing subsystem and supporting subsystem namely the support of facilities and infrastructure and a conducive environment for agribusiness development. In cocoa agribusiness in the form of agricultural production subsystem that is cocoa beans, processing subsystem (fermentation, cocoa flour, etc), marketing subsystem (traders and exporters) and supporting subsystem (government, private, etc). Thus, it is needed to form several actors' involvement ranging from farmers, industry players, traders/exporters, the government and private sectors (providers of production facilities) to get success and good progress of cocoa agribusiness. Lubis et al., 2003 stated that social capital plays an important role in managing natural resources. Social capital has a main role in maintaining and building social integration, as well as being a social tie in society. Social capital is productive in providing material benefits to get connected among individuals and groups (Bourdieu 1985; Coleman 1990; Putnam 1995). It also happens in agricultural activities, social capital also determines the level of productivity and capital in other forms. In carrying out cocoa farming activities, it is urgently needed togetherness and cooperation. Social capital needs are very large. Without it, pre-production, production, and post-production activities will not run optimally. Social capital has a very wide and complex dimension. Experts defined it variously by their point of view and dimensions that became a reference to interpret it. It is different from human capital which refers more to the individual dimensions related to the power and expertise an individual should have. Social capital emphasizes more on individuals' and groups' potentials and inter-group relations in a social network, norms, values, and beliefs among people who are born from group members and become group norms. According to experts, social capital can be defined as the ability of people to work together, to achieve common goals in various groups and organizations. According to Hanifan, a social capital includes goodwill, a sense of friendliness, mutual sympathy, and social relations and close cooperation among individuals and families that form a social group (Syabra, 2003). Meanwhile, Burt in Suparman (2012) defines social capital as an ability of the community to associate with each other and then become a very important force not only for economic life but also for every other aspect of social existence. Fukuyama (2000), social capital is a capability that arises from general trust in society. In this concept social capital is a series of informal values and norms that are shared among the members of a group that enable them to cooperate. The relationships and the norms form the quality and quantity of social relations within the community as the social glue that keeps the unity of the community members together.

Hasbullah (2006) defines social capital as things related to cooperation in a community or a nation to achieve a better life supported by values and norms which are the main elements such as trust, mutual relations and collective rules in a society and a nation. Social capital is also the potential to improve mutual awareness about various possible opportunities that can be used and also the awareness the common destiny will be interrelated and determined by joint efforts. Capital typology according to Hasbullah (2006) namely: 1. Bonding social capital tends to be closed or traditional both groups or group members in ideas relations, and attention and oriented more inside (inward-looking); (2) bridging social capital. The community is socially related to other communities as well as among groups through various variations of relationships and the principle of volunteerism and freedom. Thus the main elements of social capital consist of (1) trust, (2) reciprocity, (3) participation, (4) social norms. According to Muspida (2007) the benefits of social capital, if we do economic development, the main foundation for success is social capital. Therefore the opinion of (Muspida, 2007) stated that talking about the benefits of social capital is (1) the participation of individuals in social networks so that it will increase the availability of information with low-cost utilization. (2) the occurrence of mutual trust among related individuals or groups in a work network. It can make individuals in groups become easier to handle an activity and make a decision and implement it together. (3) improve the networking and behaviour patterns for members involved in group activities to achieve common goals.

3. RESEARCH METHODS

The research used a type of quantitative and qualitative descriptive research. It is carried out in the Gantarangkeke district, Bantaeng Regency with the consideration that this area is one of the largest cocoa producers in south Sulawesi. This research was conducted for 3 months starting from May to July 2017. The total sample is 100 cocoa farmers and 11 informants consisting of 3 counselling workers, 5 members of farmer group administrators and 3 cocoa traders and production facilities. Sample determination is carried out proportionally sampling. Data and information were collected by interviews using questionnaires. Data analysis is done by quantitative descriptive analysis and linear regression with the formula:

Simple linear regression model as follows:

$$Y = a + bX + e$$

Captions:

Y = agribusiness

a = constants

b = independent variable regression coefficients

X = social capital

e = error

The calculation process is carried out using a program SPSS 22 for windows. It is to find out the percentage of the independent variable on the dependent variable. It is calculated the magnitude of coefficient determination (r^2).

- The magnitude of R squared (r^2) ranges from 0-1. The smaller the magnitude R (r^2) the relationship between the independent and dependent variables is weaker.
- The greater the R (r^2) then the relationship between the independent and dependent variable is stronger.

Sugiyono (2004), the nature of correlation will determine the direction of the correlation. It can be grouped as follows:

- 0.00-0.20 correlation of closeness is very weak
- 0.21-0.40 correlation of closeness is weak
- 0.41-0.70 correlation of closeness is strong
- 0.71-0.90 correlation of closeness is very strong
- 0.91-0.99 correlation of closeness is extremely strong
- 1 means the correlation closeness is perfect.

The determination of indicators for each variable (agribusiness and social capital) is described as several statements so that the qualitative data is obtained. The data will be analyzed by a quantitative approach by using descriptive analysis and statistics. While the size technique used is the attitude scale technique (Likert scale). According to Sugiyono (2009), the Likert scale is used to measure attitudes, opinions, and perceptions of a person or group of people about a social phenomenon.

4. RESULT AND DISCUSSION

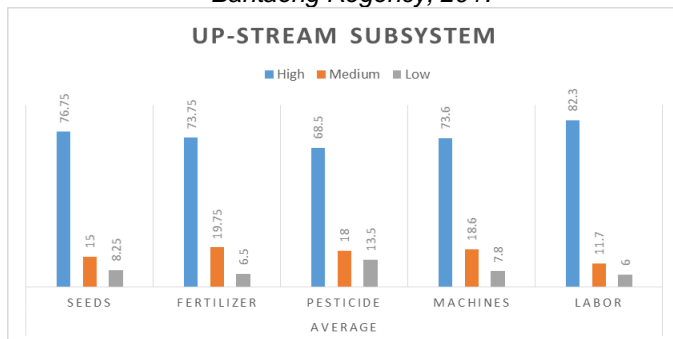
a. Cocoa Agribusiness Condition

1. Up-stream Agribusiness Subsystem (Input Provider)

Up-stream agribusiness subsystem is closely related to production factors, therefore the up-stream subsystems are also called the input provider subsystem. Production factors are defined as a mean that directly affects production in farming. They include the availability of seeds, fertilizers, pesticides, and machines. Explanations of the subsystem of the input provider of cocoa farmers in Gantarangkeke district, Bantaeng Regency as follows:

Figure 1.

Level of Implementation Up-stream Subsystem in District Bantaeng Regency, 2017



Based on figure 1, it showed that up-stream agribusiness is already good for farmers. It is noted that the availability of components and utilization of cocoa, pesticides, tools and agricultural machines and labors from 100 respondents, above 65% who have high scores, around 20% have moderate scores, while 15% have low scores.

2. On-Farm Subsystem

It concerns all activities related to the development of the farming business to improve cocoa production.

Figure 2

The Level of on Farm Subsystem Application for Cocoa Farmers in District Bantaeng Regency, 2017

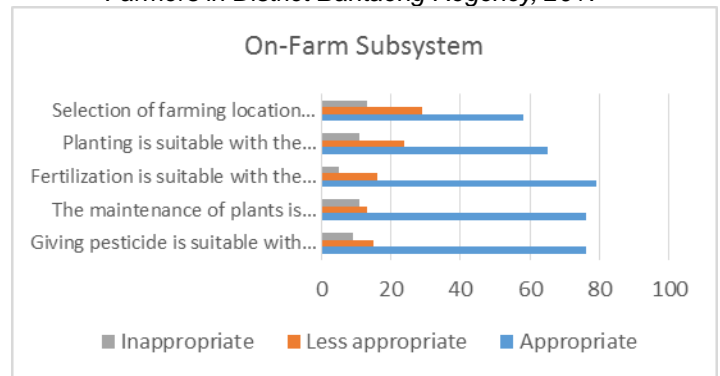


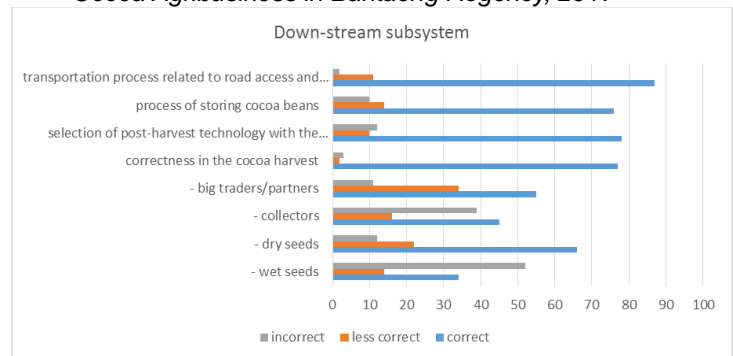
Figure 2 showed the results on the farm subsystem for the selection of location and climate in the area are already adjusted to the type of planted cocoa. As many respondents stated that they were appropriate, 29 respondents stated that they were less appropriate, and 13 respondents stated that they were not suitable for the climate. It is because cocoa plants are very suitable to be cultivated in the tropical climate. While for planting, fertilizing, and maintaining cocoa plants, the average of respondents said that they had completed the recommendation of the counsellors or assistants. to provide pesticides, as many as 76 respondents stated that they have applied the dosage and it was given when pests and diseases attacked the plants, a total of 15 respondents stated that they were less appropriate and 9 respondents stated that they were inappropriate.

3. DOWN-STREAM SUBSYSTEM

In this subsystem, there are a series of activities starting from harvest, post-harvest, storage, and distribution processes. The explanation about the down-stream subsystem in Bantaeng Regency as follows:

Figure 3

The Level of Implementation Down-stream Subsystem on Cocoa Agribusiness in Bantaeng Regency, 2017



Based on figure 3, it was described the down-stream subsystem of cocoa farmers which consists of the timeliness of the cocoa harvest process, the selection of post-harvest technology, the storing cocoa beans process, transportation process related to road and transportation and marketing channel selection. The results of the study showed that from 100 farmers, 75% of farmers have

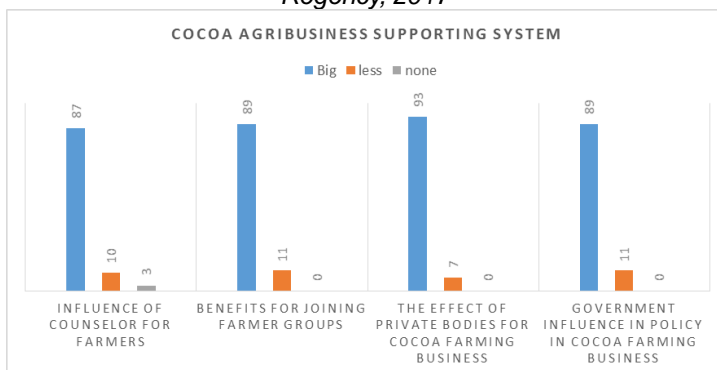
implemented all the down-system components correctly and 25% of farmers have implemented them incorrectly and not fixed. The inappropriate application of the down-stream subsystem mainly happened in the post-harvest process namely fruit ripening, fermentation, soaking and fruit washing. Inappropriate post-harvest processing is one of the causes of the low quality of cocoa beans. According to Anonym (2017) stated that to obtain a high selling price, the cocoa that has been harvested must be processed immediately. The appropriate stages of cocoa beans processes can maintain the quality of cocoa beans to remain optimal. The stages are fermentation, washing, drying, packaging, and storage. For the marketing component, starting from the transportation process and the marketing channel (distribution sector), nowadays cocoa farmers are easier because the available transportation facilities and infrastructure are very adequate and cocoa traders who buy wet seeds and dried seeds are numerous. According to Sihombing trading systems have a role in the distribution sector. it is responsible for moving, allocating, utilizing, managing the variety of produced goods in the production sector (Sihombing 2011). According to Stanton (1993) and Sudiyono (2004), the marketing channel is a line from a channelling institution that has activities to distribute goods from producers to consumers. The supplier will actively try to distribute goods not only physically but also the goods can be purchased by consumers.

b. Supporting Subsystem

Supporting subsystems are all types of activities that have functions to support, to serve and to develop up-stream subsystem activities, farming business subsystem, and down-stream subsystem. Institutions involved in this activity are counsellors, consultants, finance, and research. Counsellors and consultants provide information services needed by farmers and fostering production techniques, agricultural cultivation, and agricultural management. The results of research on the application of supporting subsystems in cocoa agribusiness in Gantarangkeke district in Bantaeng regency can be seen as follows:

Figure 4

The Level of Cocoa Agribusiness Supporting Subsystem Implementation in Gantarangkeke District in Bantaeng Regency, 2017



Based on figure 4, it showed the supporting subsystem of cocoa farmers in Gantarangkeke district in Bantaeng regency which consists of the influence of counsellors for farmers, the benefits joining farmer groups, the influence

of private bodies for cocoa farming, and the influence of government policies in cocoa farming. In general, 85% of farmers considered that they were good and 15% of farmers thought that they were less good and bad.

c. Social Capital of Cocoa Agribusiness Actors

In this study, the elements of social capital are trust, participation, mutual relations, and norms. Each of these elements has a relationship with agribusiness. The results of the study showed the conditions of social capital among agribusiness actors vary as indicated in the following table:

Table 1
The level of social capital in cocoa agribusiness in Gantarangkeke District in Bantaeng Regency, 2017

No	Social capital elements	Score			Total
		High	Medium	Low	
Trust elements					
1	Farmers-other farmers	73	12	15	100
2	Farmers-farmers groups	78	11	11	100
3	Farmers-counsellors	82	12	6	100
4	Farmers-traders	64	21	15	100
5	Farmers-private bodies	78	12	10	100
6	Farmers-government	84	11	5	100
Average		76.5	13.2	10.3	
Participation elements					
1	Involvement in farmer groups	85	10	5	100
2	Follow every counselling	89	8	3	100
3	Involvement in making decision	82	12	6	100
4	Providing information needed for members of farming groups	79	15	6	100
Average		83.75	11.25	5	
Reciprocal elements					
1	Farmers participation in making rules and sanctions applied in the farmer groups	69	16	15	100
2	Farmers know the norms/rules in the farmer groups	73	14	13	100
3	Farmers know the sanctions if they disobey the norms/rules of the farmer groups	66	30	4	100
4	Farmers carry out the sanctions sincerely if they disobey norms/rules in the farmer groups	58	32	10	100
Average		66.5	23	10.5	

Based on table 1, it described social capital namely the trust of farmers with other farmers, the trust of farmers with farmer groups, the trust of farmers with counsellors, the trust of farmers with traders, the trust of farmers with private bodies and the trust of farmers with the government. The result of the study showed that for the element of "trust", from 100 respondents, there is 76.5% "trust" each other, 23.5% "less trust" and "distrust". From the results, it was shown that the trust farmers-farmers, farmer-farming business, farmer-counsellors, farmers-traders are in good criteria. It means that all cocoa farmers in Bantaeng Regency have a good level of trust in social capital and need to be maintained and developed to increase cocoa productivity for farmers' expectations. Participation is certainly an important part of agribusiness.

It is related to interactions that occur among farmers-counsellors, farmers-farming business, and farmers-village communities. The elements of cocoa farmers' participation in farmer groups, in counselling, in decision making, and farmer participation in providing information. The results of the study indicated that out of 100 people, 83.75% the participation is "high", and 16.25% is "medium and low". Reciprocity is an important social capital element. It is always coloured by the tendency to share kindness (help each other) among individuals in cocoa agribusiness. This reciprocal relationship can also be assumed as a complement and mutually supportive of one another. The reciprocal relationship referred to the mutual relationship between farmers-farmers, farmers-group of farmers, farmers-counsellors/assistants, and mutual relationship farmers-traders, the results of the study showed that out of 100 farmers, the average or 80% in the "high" category and 20% in the "medium and low" category. Norms are a set of written and unwritten rules that members agreed about them. They are to control member's behaviour in a community. The element of "norms" in this study is cocoa farmers that consist of the involvement of farmers in making regulation, knowledge of farmers about norms and sanctions and the sanction application by farmers. The results of the study showed that out of 100 farmers, the average for all norm components 66.5% is in the "high" category and 33.5% is in the "medium and low" category. Based on the description above showed that social capital among agribusiness actors on all elements of social capital that consists of trust, participation, reciprocal, and norms are mostly in a high category and only in a small portion in the medium and low category. Thus social capital among cocoa agribusiness elements (farmers, traders, and government) is good.

Table 2.

The relationship between social capital among cocoa agribusiness actors in Gantarangkeke District in Bantaeng Regency, 2017

No	Component	Sign	R	R-Square (%)	Relation Criteria
<i>Trust element</i>					
1.	Trust relation between farmers-farmers	0.000	0.978	95.6	Extremely strong
2.	Trust relation between farmers-farmers group	0.000	0.872	76.1	Very strong
3.	Trust relation between farmers-counselors	0.000	0.851	72.5	Very strong
4.	Trust relation between farmers-private bodies	0.000	0.749	56.1	Very strong
5.	Trust relation between farmers-government	0.000	0.692	47.9	Very strong

Based on table 2 showed that every aspect of trust in social capital has a significant relationship with a strong to very strong engagement with cocoa agribusiness activities. The strongest level of trust is the trust of farmers-farmers with a level of closeness (R) 0.978, while mutual trust between farmers and the government is in the "strong" category because it has an R-value greater than 0.4 namely 0.692. While the trust of farmers with farmers groups, farmers with counsellors, farmers with traders, and farmers with private institutions are in a very strong category with an R-value is greater than 0.7 namely 0.872, 0.851, 0.836 and 0.749. The results of the research showed that mutual trust among

agribusiness actors play an important role to strengthen and collaborate sustainably among them. It is following

Participation element					
1.	Farmers' participation in farmer groups	0.000	0.635	40.4	Strong
2.	Farmers' participation counseling activities	0.000	0.626	39.1	Strong
3.	Farmers participation in making decision in a group meeting	0.000	0.470	22.1	Strong
4.	Farmers participation in providing information	0.000	0.530	28.1	Strong
Reciprocal element					
1.	Mutual relation among farmers	0.000	0.964	93	Extremely strong
2.	Mutual relation between farmers and farmers group	0.000	0.809	65.4	Very strong
3.	Mutual relation between counselors/assistants	0.000	0.917	84.2	Extremely strong
4.	Mutual relation between farmers-traders	0.000	0.828	68.6	Very strong
Norm elements					
1.	Relation between farmers involvement in making rules and sanctions in farmers groups	0.000	0.545	29.7	Strong
2.	Relations between norms of farmer knowledge in farmer groups	0.000	0.735	54	Very strong
3.	Relation of farmers knowledge on sanction in farmer groups	0.000	0.821	67.3	Very strong
4.	Relation sanction implementation from norms in farmer groups	0.000	0.804	64.6	Very strong

Fukuyama's (2002) opinion that people can cooperate more effectively if they trust each other.

On the table 2 showed that all components of participation elements in social capital have a significant relationship and "strong" closeness with cocoa agribusiness conditions. The relationship between farmer participation in farmer groups, farmer participation in each counselling activities, farmer participation in deciding group meetings and farmer participation in providing information on agribusiness are in the strong category with a value of R is greater than 0.4 namely 0.635, 0.626, 0.47, and 0.53 with the relation percentage of each is 40.4%, 39.1%, 22.1% and 28.1%. About farmer's participation problem in

conducting cocoa agribusiness activities, it appeared that the criteria for farmers' participation with counselling and participation in farmer groups activities are strong. It explained the fact that farmers are very supportive in counselling and farmer groups (farmer organizations) to improve their cocoa business results. These findings are suitable for Muspida (2007) opinion that the formation of an organization correlates with the presence of mutual trust and willingness to learn together. The reciprocal relationship between farmers and farmers and farmers with counselors on agribusiness is in a very strong category because it has an R-value greater than 0.9 namely 0.964 and 0.917, while the reciprocal relationship between farmers with farmer groups and traders towards cacao agribusiness is in a very strong category because it has a value of R greater than 0.7 namely 0.809 and 0.828. These findings are suitable with Putnam (2002), opinion that social networks play an important role in social capital formation. The existence of good mutual relationships can create harmony in the community. Cooperation requires rules, norms, responsibilities, and a sense of mutual trust among them. Cooperation can also be considered very important in farmer groups. Norms elements consist of farmers' knowledge about norms/rules of farmer groups, farmers' knowledge about sanctions, the relationship of implementing sanctions from norms in farmer groups has a very strong value and closeness (value R. 0.7) which means the norm element of social capital has a relationship with cocoa agribusiness conditions. The relationship between farmers' involvement in making regulations and sanctions in farmer groups on cocoa agribusiness in is the strong category with a value R 0.545 and a percentage of 29.7%. Norms consist of understandings, values, hopes, and goals that are believed and carried out jointly by a group of people (community). Norms can come from religions, moral guidelines, and secular standards as well as professional codes of ethics. Norms are built and applied to support the climate of cooperation. It can be seen that the compliance of farmers with the norms in farmer groups and villages is on agreed criteria. It can support cocoa farmers in Bantaeng regency in conducting cocoa cultivation. Overall social capital consists of elements of trust, participation, mutual relation, and norms related significantly and strong to very strong. All elements of social capital have a significant and very strong relationship with the closeness as shown in the following table:

Table 3.

The relationship of social capital to cocoa agribusiness in Gantarangkeke district in Bantaeng Regency, 2017

component	sign	R	R Square (%)	Relation Criteria
The relation of social capital to cocoa agribusiness in Gantarangkeke District in Bantaeng regency	0.000	0.891	79.4	Very Strong

The analysis showed that social capital among cocoa agribusiness actors (farmers, farmer groups, traders and government) influences significantly (0.000) very strong closeness (0.891) to the cocoa agribusiness system starting

from up-stream subsystem, on-farm subsystem, down-stream subsystem, and the supporting subsystem. The findings of the study indicated that the success of cocoa agribusiness is determined by social capital among cocoa agribusiness actors starting from the up-stream subsystem, on-farm subsystem, down-stream subsystem and supporting subsystem (including supporting institutions such as government institutions and procurement of production facilities).

5. CONCLUSION

Based on the results and discussions that have been stated in previous sections, it can be concluded that:

1. The condition of cocoa agribusiness in Bantaeng Regency in the terms of input providers subsystem, on-farm subsystem, and down-stream subsystem at a good level which showed that the farmers are more selective in using the systems.
2. The relationship between social capital and cocoa agribusiness in Bantaeng Regency is in the very strong criteria with the percentage 79.4 %, so it is useful for cocoa.
3. Farming activities to increase productivity as the farmers' expectations. Developing cocoa agribusiness, it needs good and strong social capital among cocoa agribusiness actors.

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